Parliament Expansion

Promotion Schedule

	Jan	Feb	March	April	May	June	July	Aug.	Sept	Oct.	Nov.	Dec.
RETAIL				Distribution Drive ←	→	B1G1F with Hologram	$ .50 Off 2 Pk.				B2G1F	
EVENTS					Party Zone ←	→					Party Zone ←	→
PRINT			weeklies →									
						Introductory Levels						
OOH				←								
						Introductory Levels						

SR/ds-Expansion Kickoff-1/24/97

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Source: https://www.industrydocuments.ucsf.edu/docs/rsfy0004